

Western HealthSciences

School of Kinesiology

KIN 2298: Introduction to Management in Kinesiology Fall 2025

Campus Supports

Western University is committed to a **thriving campus**. For help with:

- Both physical and mental health, go to [Wellness & Wellbeing](#)
- Studying with disabilities, go to [Accessible Education](#)
- Writing skills, go to the [Writing Support Centre](#)
- Learning skills and strategies, go to [Learning Development & Success](#)
- Contacting the ombudsperson, go to the [Office of the Ombudsperson](#)



Your course coordinator can also **guide you** to available campus resources and/or services.

Technical Requirements

 Stable internet connection  Laptop computer

Contact Information

Course Coordinator/instructor	Contact Information	Office Hours
Georgia Teare	gteare@uwo.ca	Tuesdays 2pm-4pm 3M 2225e

Teaching Assistant(s)	Contact Information	Office Hours
TBD	TBD	TBD

NOTE: All course information including grades, assignment outlines, deadlines, etc. are available via [OWL Brightspace](#). Download the Brightspace Pulse App to stay up-to-date on course communication and enable your notification settings within “Communications” in the top toolbar. Check the website regularly for course announcements. If you need assistance, visit [OWL Brightspace Help](#) or contact the [Western Technology Services Helpdesk](#). They can be contacted by phone at 519-661-3800 or ext. 83800.

Calendar Course Description (including prerequisites/anti-requisites):

This course provides an overview of sport and organizational management from a macro perspective. Within this general thrust, emphasis will be placed on the managerial components of decision making and communicating, as well as various functions of management—planning, organizing, staffing, and evaluating.

Prerequisite(s): Registration in Kinesiology.

Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

NOTE: If you wish to enroll in this course without the stated pre-requisite(s), you must obtain written approval from the course instructor. The approval should then be forwarded to your academic counsellor.

Delivery Mode: in-person

Component	Date(s)	Time
Lecture	Tuesdays	9:30am-11:30am
Lecture	Thursdays	9:30am-10:30am

My Course Description

Do you intend to work in a sport, physical activity, or health related organization? If yes – then this course will be essential for you. Organizations are an important feature in all realms of society, and kinesiology is no different. You are likely here because you have an interest in sport/physical activity/health and therefore the functioning of the organizations that service these activities. This course is intended to provide you with an overview of organizational management from a macro-perspective as it applies to sport, physical activity, health and recreation related organizations. Given this approach, we will be focusing on the managerial components of decision making and communicating, as well as the various functions of management—planning, organizing, leading, and evaluating. Throughout the course, you are expected to examine and analyze issues and theoretical perspectives, and apply this knowledge to the practice of management in sport, recreation, physical activity, and health settings.

Learning Outcomes

Upon successful completion of this course, you will be able to:

1. **Identify and delineate** theoretical terms, concepts, and philosophies related to sport, physical activity, and recreation management.
2. **Analyze and compare** the context of the kinesiology management with the related industries.
3. **Synthesize** management concepts and research through Experiential Learning.
4. **Develop** writing skills and project development related to management in kinesiology.
5. Begin to **develop abilities** to *critically reflect* upon own learning and relate to the topics discussed in class.

Course Content and Schedule

Week	Dates	Topic	Study Material & Readings	Things due
1	Sept 4	No Class	Watch assessment videos on own	N/A
2	Sept 9	Introduction to the Course & (Sport) Management	Ch 1: Sport management	N/A
	Sept 11			
3	Sept 16	Organizations and the Canadian Sport System	Ch 2: The role of the State in sport development Ch 3: Nonprofit sport	N/A
	Sept 18			GCP 1 (in-class)
4	Sept 23	Sport Policy and Governance	Ch 6: Organizational Structure Ch 12: Sport governance	N/A
	Sept 25			GCP 2 (in-class)
5	Sept 30	Organizational Culture and Leadership Test 1 Review	Ch 8: Leadership Ch 9: Sport organizational culture	N/A
	Oct 2			N/A
6	Oct 7	Test 1	N/A	Test 1 (in class; paper & pencil/pen)
	Oct 9			GCP 3 (in-class)
7	Oct 14	Human Resource Management and Financial Management	Ch 7: Human resource management Ch 10: Financial management in sport	N/A
	Oct 16			GCP 4 (in-class)
8	Oct 21	Strategic Planning and Performance Management	Ch 5: Strategic sport management Ch 13: Performance management	N/A
	Oct 23			GCP 5 (in-class)
9	Oct 28	Sport Marketing and Sponsorship Test 2 Review	Ch 11: Sport marketing	N/A
	Oct 30			N/A
10	Nov 3-9	Reading Week	N/A	N/A
11	Nov 11	Test 2	N/A	Tet 2 (in class; paper & pencil/pen)
	Nov 13			GCP 6 (in-class)
12	Nov 18	Consumer Behaviour and Communication	Mason (1999). What is the sports product and who buys it? The marketing of professional sports leagues. <i>European Journal of Marketing</i> . 33(3/4), 402-418.	N/A
	Nov 20			GCP 7 (in-class)
13	Nov 25	Stakeholder Management & CSR	Ch 4: professional sport	N/A
	Nov 27			GCP 8 (in-class)
14	Dec 2	Sport Event Management & Social Impact	Taks (2013). Social sustainability of non-mega sport events in a global world. <i>European Journal for Sport and Society</i> . 10(2), 121-141.	N/A
	Dec 4			Group Assignment Due (23:59 EST)
15	Dec 9	Exam Review	N/A	N/A

Course Materials You Must Acquire and Their Costs

- This course will use the following textbook book: Hoyer, R., Smith, A., Stewart, B., Nicholson, M., & Westerbeek, H. (2012). Sport Management Principles and Applications.
 - The e-book is available to students for free through the Western University library website
 - Hard copies are also available in Weldon Library

Assessments and Evaluation

Below is the evaluation breakdown for the course. Any deviations will be communicated.

Assessment	Format	Weight	Due Date	Flexibility	Learning Outcome
Test 1 75 minutes in-class	Mixed format	20%	Tuesday, October 7	Not applicable ¹	1, 2, 4, 5
Test 2 75 minutes in-class	Mixed format	20%	Tuesday, November 11	Not applicable - Designated Assessment ^{1,2}	1, 2, 4, 5
Group Check Points (GCP_ In-class (i.e., due at the end of class: 10:20am)	Written	12%	Thursday, Sept. 18 Thursday, Sept. 25 Thursday, Oct. 9 Thursday, Oct. 16 Thursday, Oct. 23 Thursday, Nov. 13 Thursday, Nov. 20 Thursday, Nov. 27	Drop lowest 2 ³	1, 3, 5
Group Assignment Due 23:59 on due date	Group's choice	15%	Thursday, December 4	72-hour no late penalty ⁴	1, 3, 4, 5
Group Peer Evaluation Due 23:59 on due date		3%	Thursday, December 4	72-hour no late penalty ⁴	3
Final Exam (Cumulative) ⁵	Mixed format	30%	TBD	Not applicable	1, 2, 4, 5

Notes:

1. Please note that there is only one makeup assessment for this Test. Students approved to miss the makeup will have the weight of this assessment transferred to the final exam. Students must not provide medical or compassionate documentation to the instructor. The makeup date/time for Test 1 is October 14, 12pm. The makeup date/time for Test 2 is November 18, 12pm.
2. This assessment has been designated as being central to the assessment of learning outcomes in this course. Accordingly, students must provide documentation for any absence from this evaluation. If you miss this evaluation, you must complete a makeup test.

The makeup assessment is an extension of the Test, and so you will need to present documentation for this assessment, should you need to miss it.

3. This course has 8 Group Check points. The 6 Check points with the highest marks will be counted towards your final grade. Academic consideration requests will be denied for the first 2 missed check point.
4. Students are expected to submit this assignment by the deadline listed. Should extenuating circumstances arise, students are permitted to submit their assignment up to 72 hours past the deadline without a late penalty. No Academic Consideration is required for this extension. Students submitting their assessment beyond the extended deadline will receive a penalty of 1% per hour that it is late. Academic Consideration requests may be granted only for extenuating circumstances that began before the deadline and lasted longer than the extension. Students must not provide medical or compassionate documentation to the instructor.
5. You cannot use undocumented absences for final exams.

General information about assessments

- ☒ All assignments are due at 23:59 EST unless otherwise specified
- ☒ Students are responsible for ensuring that the correct file version is uploaded; incorrect submissions including corrupt files could be subject to late penalties (see below) or a 0
- ☒ Written assignments will be submitted to Turnitin (statement in policies below)
- ☒ Students will have access to Turnitin reports before their submission is graded. Students may resubmit to Turnitin.
- ☒ Group projects are expected to be a group effort. This means that all students in the group will receive the same grade. It also means that all students will receive the same penalty if any portion of the project is determined to be plagiarized.
- ☒ After an assessment is returned, students should wait 24 hours to digest feedback before contacting their evaluator; to ensure a timely response, reach out within 7 days
- ☒ Any grade appeals on term work must be initiated with the instructor within 3 weeks of the grade being posted. See the [University Policy on Undergraduate Student Appeals](#) for more information

The table below outlines University-wide grade descriptors.

Letter grade	Number grade	Description
A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

Rounding of Grades (for example, bumping a 79 to 80%)

This is a practice some students request. The final grade documented is the grade that you have achieved. There is no rounding to the next grade level, or 'giving away' of marks. Please don't ask me to do this for you; the response will be "please review the course outline where this is presented".

Information about late or missed assessments:

- ☒ Late assessments without academic consideration will be subject to a late penalty of 1% per hour

- ☒ A makeup test will be scheduled by the course instructor for missed tests

INC (Incomplete Standing): If a student has been approved by the Academic Advising Office (in consultation with the instructor/department) to complete term work at a later date, an INC will be assigned. Students with INC will have their course load in subsequent terms reduced to allow them to complete outstanding course work. Students may request permission from Academic Advising to carry a full course load for the term the incomplete course work is scheduled.

SPC (Special examination): If a student has been approved by the Academic Advising Office to write a Special Examination and the final exam is the only outstanding course component, an SPC will be assigned. If the class has a makeup exam, the student is expected to write the makeup exam. If the class doesn't have a makeup exam or the student misses the makeup exam for reasons approved by the Academic Advising Office, the student will write the exam the next time the course is offered. Outstanding SPCs will reduce the course load for the term the exam is deferred as outlined in [Types of Examinations](#) policy

Academic Policies and Statements

Support Services

There are various support services around campus and these include, but are not limited to:

1. Academic Support and Engagement - <http://academicsupport.uwo.ca>
2. Wellness and Well-being - <https://www.uwo.ca/health/>
3. Registrar's Office -- <http://www.registrar.uwo.ca/>
4. Ombuds Office -- <http://www.uwo.ca/ombuds/>

The websites for Registrarial Services (<http://www.registrar.uwo.ca>), and the same for affiliated university colleges when appropriate, and any appropriate Student Support Services (including the services provided by the USC listed here: <http://westernusc.ca/services/>) and the Student Development Services, should be provided for easy access.

Students who are in emotional/mental distress should refer to Mental Health@Western (<https://www.uwo.ca/health/>) for a complete list of options about how to obtain help.

Statement on Gender-Based and Sexual Violence

Western is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts at:

https://www.uwo.ca/health/student_support/survivor_support/get-help.html.

Student Code of Conduct

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed and set out the disciplinary procedures that the University will follow. For more information, visit <https://www.uwo.ca/univsec/pdf/board/code.pdf>

Absence from Course Commitments

Students must familiarize themselves with the Policy on [Academic Consideration – Undergraduate Students in First Entry Programs](#)

Students missing course work for medical, compassionate, or extenuating circumstances can request academic consideration by completing a request at the [central academic consideration portal](#). Students are permitted one academic consideration request per course per term **without** supporting documentation. Note that supporting documentation is **always** required for academic consideration requests for examinations scheduled by the office of the registrar (e.g., December and April exams) and for practical laboratory and performance tests (typically scheduled during the last week of the term).

Students should also note that the instructor may **designate** one assessment per course per term that requires supporting documentation. This designated assessment is described elsewhere in this document. Academic consideration requests may be denied when flexibility in assessment has already been included. Examples of flexibility in assessment include when there are assessments not required for calculation of the final grade (e.g. 8 out of 10 quizzes), when there is flexibility in the submission timeframe (e.g. 72 hour no late penalty period), or when timed assessments (e.g., quizzes) are available over an extended period of time (e.g., when you are given a 72 hour time period to start – and finish – the assessment).

Please note that academic considerations in this course are granted by the academic advisors in your home unit and implemented by the instructor of this course in accordance with information presented in this course syllabus. Supporting documentation for academic considerations for absences due to illness should use the [Student Medical Certificate](#) or, where that is not possible, equivalent documentation by a health care practitioner. If your absence relates to accommodations that are already supported by [Accessible Education](#), please work with your accessible education counsellor regarding your missed course work.

Accommodation for Religious Holidays

Students should review the policy for [Accommodation for Religious Holidays](#). Where a student will be unable to write examinations and term tests due to a conflicting religious holiday, they should inform their instructors as soon as possible but not later than two weeks prior to writing the examination/term test. In the case of conflict with a midterm test, students should inform their instructor as soon as possible but not later than one week prior to the midterm.

Special Examinations

A Special Examination is any examination other than the regular examination, and it may be offered only with the permission of the Dean of the Faculty in which the student is registered, in consultation with the instructor and Department Chair. Permission to write a Special Examination may be given on the basis of compassionate or medical grounds with appropriate supporting documents. To provide an opportunity for students to recover from the circumstances resulting in a Special Examination, the University has implemented Special Examination dates. The Faculty of Health Sciences has set School-specific dates for these Special Examinations. Please speak with your instructor about the date on which the Special Examination for this course will be held.

Scholastic Offences

Scholastic offences are taken seriously and students are directed to read the policy on [Scholastic Discipline for Undergraduate Students](#).

Plagiarism

Student work is expected to be original. Plagiarism is a serious academic offence and could lead to a zero on the assignment in question, a zero in this course, or your expulsion from the university. You are plagiarizing if you insert a phrase, sentence or paragraph taken directly from another author without acknowledging that the work belongs to him/her. Similarly, you are plagiarizing if you paraphrase or summarize another author's ideas without acknowledging that the ideas belong to someone else. All papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (www.turnitin.com).

Use of Artificial Intelligence for the Completion of Course Work

Within this course, you may only use artificial intelligence tools (e.g., "ChatGPT") in ways that are specifically authorized by the course instructor. All submitted work must reflect your own thoughts and independent written work.

Re-submission of Previously Graded Material

Without the explicit written permission of the instructor, you may not submit any academic work for which credit has been obtained previously, or for which credit is being sought, in another course or program of study in the University or elsewhere.

Use of Statistical Pattern Recognition on Multiple Choice Exams

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Accessibility Statement

Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Accessible Education (AE) at 661-2111 x 82147 for any specific question regarding an accommodation or review [The policy on Accommodation for Students with Disabilities](#). If you think you may qualify for ongoing accommodation (e.g. separate room to write exams, flexibility with deadlines, etc.) that will be recognized in all your courses, we encourage you to visit [Accessible Education](#) for more information.

Correspondence Statement

The centrally administered e-mail account provided to students will be considered the individual's official university e-mail address. It is the responsibility of the account holder to ensure that e-mail received from the University at their official university address is attended to in a timely manner. Students are further expected to attend to announcements presented through Brightspace, and to read emails generated in this way.

Use of Electronic Devices

During Exams

Unless you have medical accommodations that require you to do so, or explicit permission from the instructor of the course, you may not use any electronic devices (e.g., cell phones, tablets, cameras, smart glass, smart watches, or iPods) during ANY tests, quizzes, midterms, examinations, or other in-class evaluations. **These devices MUST either be left at home or with your belongings at the front of the room. They MUST NOT be at your test/exam desk or in your pocket. Any student found with a prohibited device will be referred for investigation of a Scholastic Offence, per the policy listed above. The typical first-offence penalty for possession of a prohibited device is zero on the test or exam.**

During Lectures and Tutorials

Although you are welcome to use a computer during lecture and tutorial periods, you are expected to use the computer for scholastic purposes only, and refrain from engaging in any activities that may distract other students from learning. From time to time, your professor may ask the class to turn off all computers, to facilitate learning or discussion of the material presented in a particular class.

Copyright and Audio/Video Recording Statement

Course material produced by faculty is copyrighted and to reproduce this material for any purposes other than your own educational use contravenes Canadian Copyright Laws. Unless explicitly noted otherwise, you may not make audio or video recordings of lectures – nor may you edit, re-use, distribute, or re-broadcast any of the material posted to the course website.

Contingency Plan for an In-Person Class Pivoting to 100% Online Learning

In the event of a situation that requires this course to pivot to online content delivery, all remaining course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on Brightspace for students to view at their convenience). The grading scheme will **not** change. Any remaining assessments will also be conducted online as determined by the course instructor

Note that disruptive behaviour of any type during online classes, including inappropriate use of the chat function, is unacceptable. Students found guilty of Zoom-bombing a class or of other serious online offenses may be subject to disciplinary measures under the Code of Student Conduct.

Online Proctoring

Tests and examinations in this course may be conducted using a remote proctoring service. By taking this course, you are consenting to the use of this software and acknowledge that you will be required to provide **personal information** (including some biometric data) and the session will be **recorded**. Completion of this course will require you to have a reliable internet connection and a device that meets the technical requirements for this service. More information about this remote proctoring service, including technical requirements, is available on Western's Remote Proctoring website at: <https://remoteproctoring.uwo.ca>.

Appealing a Grade Within this Course

You have the right to request relief from any grade within this course. The grounds for a request for relief may be one or more of: medical or compassionate circumstances, extenuating circumstances beyond the student's control, bias, inaccuracy, or unfairness. All grounds advanced in a request for relief must be supported by a clear and detailed explanation of the reasons for the request together with all supporting documentation.

Requests based on procedural unfairness generally proceed in this order:

1. Course instructor (informal consultation)
2. Chair of the School offering the course (submission of written request)
3. Associate Dean of the Faculty offering the course (submission of written request)

Requests based on extenuating medical or compassionate circumstances generally proceed in this order:

1. Academic Advisor in your Home Unit
2. Associate Dean for your Home Faculty

A request for relief against a mark or grade must be initiated as soon as possible after the mark is issued. In the event that the instructor is not available to the student, or fails to act, or if the matter is not resolved satisfactorily with the instructor, a written request for relief must be submitted to the Chair of the Department within three weeks of the date that the mark was issued. In the case of a final grade in a course, the written request for relief must be submitted to the Chair of the department by January 31st (for first-term half courses) or June 30th (for second-term half courses or full-year courses).